

Super Kem-Tone Makes Its Bow in Torrance

Super KEM-TONE, the wonderful new paint for walls and woodwork, created a sensation in Chicago, Cleveland and Detroit a few weeks ago. Home owners, schools, colleges, hospitals and hotels took to it with such enthusiasm that dealers' stocks were depleted in short order.

New SUPER KEM-TONE comes to Torrance for the first time and Sherwin-Williams Co. looks to see it repeat its eastern successes. It will be on your dealers' shelves tomorrow morning and its makers urge you to see it at your first opportunity.

You can have washable walls and woodwork of breath-taking beauty with SUPER KEM-TONE—as dirt-repellent and water-repellent as your new plastic shower curtain. It is ready to use, marvellously easy to apply, dries in less than an hour... guaranteed washable.

SUPER KEM-TONE forms such a tight, impervious coating that dirt—even ink and crayon—do not penetrate its lovely finish as they do on ordinary flat paints. You just wash them off, leaving the paint unharmed.

Here's a practically unlimited range of new colors to sing a song of loveliness for your home. Light shades of new easy-to-use deep tones, all go on easily, uniformly with brush or ROLLER-KOATER, over wall, paper, plaster, wood and other surfaces.

SUPER KEM-TONE brings glorious yet practical and economical beauty to every room in your home, from basement playroom to upstairs bedroom. Before painting another room, see SUPER KEM-TONE demonstrated at leading paint, hardware, department stores.

IMAGINE A PAINT THAT LOOKS AS RICH AS VELVET AND WASHES LIKE BAKED-ON ENAMEL

Here's a completely new and different paint for walls and woodwork, throughout your home, that's ready to use, easy to apply, guaranteed washable. SUPER KEM-TONE combines breath-taking beauty with an amazing ability to resist dirt and soiling.

Wash it! Scrub it! You can't mar its matchless beauty... SUPER KEM-TONE forms such a tight, impervious coating that, unlike ordinary flat paints, dirt cannot penetrate its lovely finish.

SUPER KEM-TONE gives you practically an unlimited range of gorgeous colors... from lovely light shades to beautiful, new, easy-to-use deep tones. And they all go on easily and uniformly with brush or ROLLER-KOATER, over almost any interior surface, including wallpaper.

Before you paint another room, be sure to see SUPER KEM-TONE. Schools, hospitals and hotels are using SUPER KEM-TONE because it wears and washes so wonderfully!

Choose Super Kem-Tone In 11 Beautiful Colors

OR ANY NUMBER OF INTERMIXTURES!
Twelve colors that sing a song of loveliness for your home... a song of inspiring ease to help you transform your rooms in a matter of hours to a fresh, new setting of beauty. Or choose inter-mixtures... a whole bright, new world of colors right at your fingertips! Whichever your choice—nowhere will you find such glorious easy-to-use color... nowhere such streak-free, lap-free, easy application, usually with one coat, even in deepest shades. SUPER KEM-TONE is the paint designed for you—completely new, completely revolutionary, you achieve strikingly professional results with amazing ease!

Beautifully soft and rich in appearance, SUPER KEM-TONE has a skin-tight surface that actually sheds most air-borne dirt. You'll seldom have to wash it... and then, in a breeze.

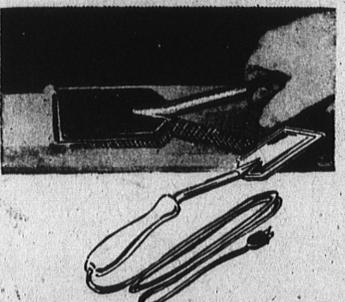


The New Super-Cushioned ROLLER KOATER Applies Super Kem-Tone just like magic.

98¢

At all leading Paint stores, Hardware stores, Department stores and lumber yards.

SHERWIN-WILLIAMS SPECIALS



See It Demonstrated THE LECTRO PAINT PEELER 4.95

- Safe! No dangerous blowtorch, messy chemicals!
 - Removes paint down to bare wood in one operation!
 - Won't scratch or burn fine wood surfaces!
- What a help with your spring painting... easy to operate—anyone can use it! Plugs into 10-volt AC outlet. No mess: paint flakes off DRY—just sweep it up!

BONDEX—a truly wonderful new cement paint that makes old stucco and cement houses look like new—it seals up the surface and helps it to shed water.
WHITE 5 lbs. \$1.20

ALUMIWALL—takes the splash—its hard, durable finish will stay sparkling bright in spite of years of hard usage. Installation is easy—you do it yourself. Cost is low—only 50c sq. ft.

a MIRACLE has happened

It's *Super Kem-Tone*

There has never been a paint like it before—it's rich as velvet and tough as rubber—you can wash it and scrub it—you can't mar its matchless beauty—it's completely new and different...



Use It On Walls and Woodwork

We have it in White and Eleven Beautiful Shades!

Super Kem-Tone Created A Sensation In The East ... This Is Its Appearance In Hollywood

EASY TO APPLY—Super Kem-Tone is ready to use, no thinning necessary. Flows freely from brush, dries in an hour, never shows brush marks, overlaps, or even touch-up spots.

DIRT WHISKS OFF—Super Kem-Tone has a tight smooth surface that repels dirt. Soot, grease, smudges—even crayon, ordinary inks and lipstick—wash off easily with plain soap and water.

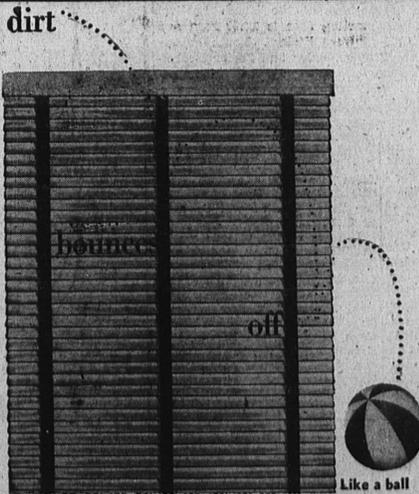
MATCH WALLS AND WOODWORK—Super Kem-Tone is the smart finish for both... you're sure of a perfect match. Covers wood, paint, wallpaper, plaster, primed metal!

- ★ Ready to Use! Easy to Apply!
- ★ Dries in Minutes! No Offensive Odors!
- ★ One Coat Covers Most Surfaces!
- ★ No Lap Marks! No Streaks!
- ★ Smart New Colors and Unlimited Range!
- ★ Apply Over Wallpaper, Paint, Plaster, Wood!
- ★ Needs No Primer or Sealer!

NO MIXING... IT'S READY TO USE

\$1.49 Per Quart \$4.69 Per Gallon

Deep Shades Slightly Higher



VENETIAN BLINDS

Made with the new *Flexalum* SLATS And New PLASTIC TAPE

Made To Order To Fit Your Windows

- Wipe Clean—A damp cloth whisks away dirt, grease, ink and spots from Flexalum tape.
- Sealfast—Even sun won't fade or discolor Flexalum plastic tape... always looks new.
- Won't Shrink—Flexalum vinyl plastic tape won't shrink or stretch. Moisture doesn't affect it.

SHERWIN-WILLIAMS SPECIALS

PAINT the EASY WAY

original **BURGESS electric vibra-sprayer**



Now you can save time, work, effort on all those tough painting jobs around the house. Use a Burgess Vibro-Sprayer and paint everything from the fence to your kitchen chairs... and be proud of results. Wonderful for screens, cupboards, shelves, partitions, basement floors, garden furniture, toys and trash drums. Touches up auto fenders. Mothproofs clothes. See the handy new Vibro-Sprayer... the original vibrating paint sprayer... today!

DREAMX—One easy coat makes wall board look like plaster—makes old cracked plaster walls look like new—it's a "must" when you are remodeling an old home... 5 lbs. \$1.55

KENIKO—a permanent concrete finish is not a dye, paint or oil stain but is a chemical solution which penetrates to the full depth of the pores and by chemical reaction actually becomes a permanent part of the concrete. As it is not a surface coating it can't crack, chip or peel.

Sherwin-Williams -- COMPLETE PAINT and WALLPAPER SERVICE CENTER

PAINT NOW -- PAY LATER

PAINT NOW -- PAY LATER

ONE COAT FLAT-TONE gives that velvety decorator finish—it's perfect for all walls and ceilings—comes in soft, lovely colors—and it is washable. Price 3.95 gal.

KEM-TONE is truly the miracle wall paint—it's made with oil and yet it mixes with water—goes on easily and dries in an hour—1 gal. does average room. Price 3.69 gal.

KEM-GLO—miracle lustre enamel that looks and washes like baked enamel—an almost tile-like finish that goes on easier than paint. Price 2.39 qt.

S.W.P. HOUSE PAINT is "weathered" to protect its gloss and to help it shed dust and strengthen it against checking, cracking and fading. In 5-Gal. Cans 5.09 gal.

COME IN—MAIL COUPON—OR PHONE TOR. 2195 THE SHERWIN-WILLIAMS CO. 1623 CABRILLO AVE, TORRANCE

Please send me... 1950 Model Vibro Sprayer(s) at \$9.95 each, complete with 10 extra nozzle discs and instruction booklet.

Please send me... Lectro Paint Peelers(s) at 4.95 ea

Please send me FREE copy of Home Decorator.

I enclose check Money Order Send C.O.D.

Name.....

Address.....

City.....

SHERWIN-WILLIAMS PAINTS

1623 CABRILLO AVE.

Phone 2195 or 2196

TORRANCE

